This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended)   A computer-implemented method for generating ~~an~~ a color image, the method comprising

associating a first color and a second color ~~at least one color~~ with a markup language element capable of accepting ~~image~~ pattern fill content; ~~;~~

applying a grayscale image as pattern fill content of the element, the grayscale image containing multiple color tones based on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color, ~~and~~

~~applying the at least one color associated with the element as at least one color component color of the content image;~~

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content rendered based on a combination of the first component color and the second component color;

allowing the user to select respective first and second colors from a plurality of colors to be applied to the first component color and the second component color;

updating the first color associated with the element with the selected first color and the second color associated with the element with the selected second color; and

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content rendered based on a combination of the first component color and the second component color, the first component color set to the updated first color and the second component color set to the updated second color.

2-4. (canceled)

5. (Currently Amended)   The method of claim 1 further comprising

incorporating the ~~content image~~ element into an electronic product design, and

displaying the electronic product design to a user.

6. (currently amended)   A color image system comprising

at least one server,

a color image software system encoded on one or more computer readable media, the system having

one or more markup language elements having ~~at least one~~ respective associated first and second colors ~~attribute~~ and having grayscale ~~content~~ image content, the grayscale image content containing multiple color tones based on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color;~~,~~

computer code for applying the ~~at least one color attribute~~ respective first color associated with a respective element as the first component color of the respective element and applying the respective second color associated with the respective element as the second component color of the respective element ~~of the element as at least one color component of the content image and;~~

computer code for supplying at least the respective element to a user computer for displaying to a user such that the multiple color tones of the grayscale image content rendered based on a combination of the first component color and the second component color;

computer code for allowing the user to select respective first and second colors from a plurality of colors to be applied to the first component color and the second component color associated with the respective element;

computer code for updating the first color associated with the respective element with the selected first color and the second color associated with the respective element with the selected second color; and

computer code for supplying at least the respective element to the user computer for display to the user such that the multiple color tones of the grayscale image content is rendered based on a combination of the first component color and the second component color, wherein the first component color is the updated first color and the second component color is the updated second color.

7. (canceled)

8. (currently amended)   The system of claim 6 wherein the respective element is a markup language shape and the grayscale image is applied as a pattern fill of the shape.

9. (currently amended)   The system of claim 7 further comprising

computer code for incorporating the ~~content image~~ respective element into an electronic product design, and

computer code for displaying the electronic product design to a user.

10. (currently amended)   A color image generation program encoded on one or more computer readable media and adapted to execute in a browser program running on a user computer, the program comprising

computer code adapted to display a markup language element at the user computer, the element having a grayscale image applied as content and having ~~at least one associated color attribute~~ a first color used as ~~at least one~~ a first color component of the grayscale image and a second color used as a second color component of the grayscale image, the grayscale image containing multiple color tones based on the combination of the first component color and the second component color ,

computer code adapted to display at least one color selection tool to the user of the user computer, and

computer code, responsive to the selection of one or ~~more~~ two colors by the user, adapted to modify the ~~content~~ grayscale image content by applying the one or ~~more~~ two selected colors as one or both of the respective first component color and second component color ~~one or more color attributes~~ of the grayscale image ~~element~~.

11. (cancelled)

12. (previously presented)   The program of claim 10 further comprising

computer code adapted to incorporate the element into an electronic product design, and

computer code adapted to display the electronic product design to the user.

13-15. (cancelled).

16. (currently amended)   A computer-implemented method of displaying an electronic product design at a computer executing a browser program, the method comprising

receiving electronic product design information, the information including at least one markup language element ~~associated with a first color and a second color and~~ ~~having at least~~ ~~one associated color attribute and~~ having grayscale image content, the grayscale image content containing multiple color tones based on the combination of a first component color and a second component color, and identifiers of a plurality of colors, and

processing the received information in the browser program to display an electronic product design to a user, the electronic design including at least the at least one element, the image content of the at least one element being generated by applying ~~at least one color from~~ ~~the plurality of colors as at least one color attribute~~ the associated first color of the at least one element as the first component color of the grayscale image content and the associated second color of the at least one element as the second component color of the grayscale image content ~~and using the at least one color attribute of the at least one element as at least~~ ~~one component color of the grayscale image content of the element~~.

17. (currently amended)   The method of claim 16 further comprising

allowing the user of the computer to select a first selected color ~~one or more colors~~ from the plurality of colors,

after selection of the first selected color ~~one or more colors~~, modifying the product design by applying the first selected color ~~one or more user-selected colors~~ as the first or second component color ~~one or more color components~~ of at least the grayscale image, and

displaying the modified displayed electronic design to the user.

18. (previously presented) One or more computer readable media encoded with computer executable instructions for performing the method of claim 1.

19. (previously presented) The method of claim 5 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.

20. (previously presented) One or more computer readable media encoded with computer executable instructions for performing the method of claim 16.

21. (previously presented) The method of claim17 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.

22. (new)   The method of claim 17 further comprising
        allowing the user of the computer to select a second selected color from the plurality of colors,
        after selection of the second selected color, modifying the product design by applying the second selected color as the other of the first or second component color of at least the grayscale image, and
        displaying the modified displayed electronic design to the user.